PAID ADS CASE STUDY · 2025 – 2026

Search, retargeting and social ads for a WordPress plugin

How I ran Google Search, AdRoll retargeting and Meta campaigns for HappyAddons, an Elementor add-on plugin selling to WordPress users worldwide.

MARKETER
Arif Hossain

CLIENT
HappyAddons WordPress plugin for Elementor

FOCUS
Traffic growth, retargeting and Pro sales

1.36M+
ad impressions

99K+
new site visitors

11.71%
Google Search CTR

$0.35
retargeting CPM

$0.62
per add to cart on Meta

THE BRIEF

Stand out in a crowded plugin market

HappyAddons competes with dozens of Elementor add-on plugins, many of them free. The goal was to reach Elementor users at the moment they look for more widgets, bring them back after the first visit, and turn sale campaigns into Pro purchases.

MY APPROACH

Three channels, each with its own job

01 **Audience definition**
Elementor users, WordPress designers and agencies building client sites.

02 **Keyword research**
Elementor add-on, widget and template searches with clear buying intent.

03 **Tracking setup**
Google Ads, AdRoll pixel and Meta pixel on the site, with add-to-cart tracked as an event.

04 **Google Search campaigns**
Three campaigns capturing people already searching for Elementor add-ons.

05 **Retargeting with AdRoll**
Pixel-based audiences that keep HappyAddons in front of site visitors who left without buying.

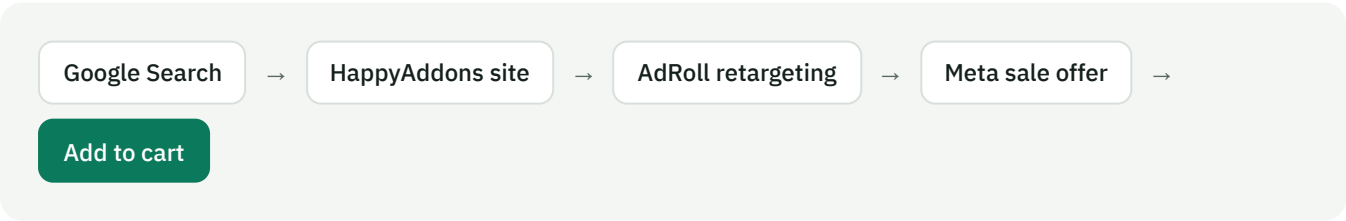
06 **Sale campaigns on Meta**
Anniversary sale creatives optimized for add-to-cart, on a small daily budget.

07 **Creatives built on psychological triggers**
Image and sale creatives using urgency, scarcity, social proof and fear of missing a deal to stop the scroll.

08 **Copy that hits specific pain points**
Ad copy written around real Elementor frustrations: missing widgets, slow page builds and paying for too many plugins.

09 **Email nurturing**
Email campaigns that nurture subscribers with tips, feature updates and sale offers until they're ready to buy Pro.

THE FUNNEL



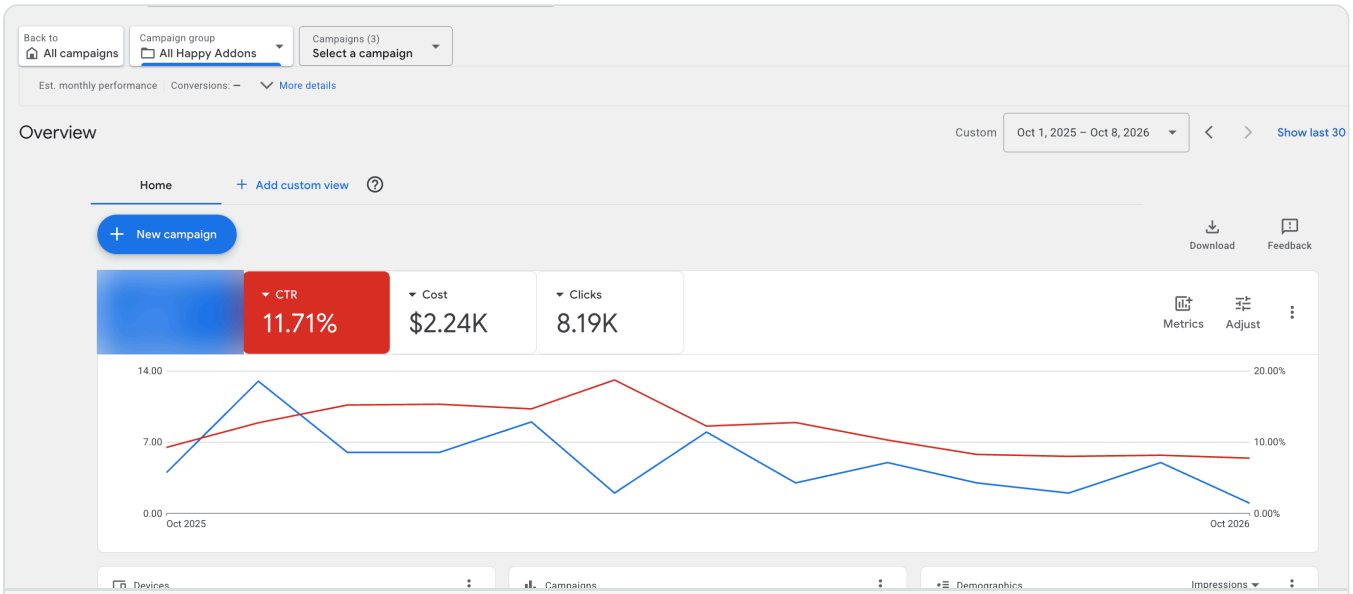
CHANNEL 01 · GOOGLE SEARCH

High-intent clicks at an 11.71% CTR

Three Search campaigns under one campaign group, running for a full year. The ads matched what Elementor users search for closely enough that more than 1 in 9 people who saw an ad clicked it.

11.71%	8.19K	$0.27	$2.24K
CTR	clicks	avg. CPC	spend

> An 11.71% CTR held across 12 months sits well above typical Google Search benchmarks for software, and kept the average click at $0.27.



Google Ads · campaign group "All Happy Addons" · 3 campaigns · Oct 1, 2025 – Oct 8, 2026

CHANNEL 02 · ADROLL RETARGETING

1.29 million impressions for $457

Most plugin buyers don't purchase on the first visit. I set up the AdRoll pixel and retargeting so HappyAddons stayed in front of visitors across the web after they left the site.

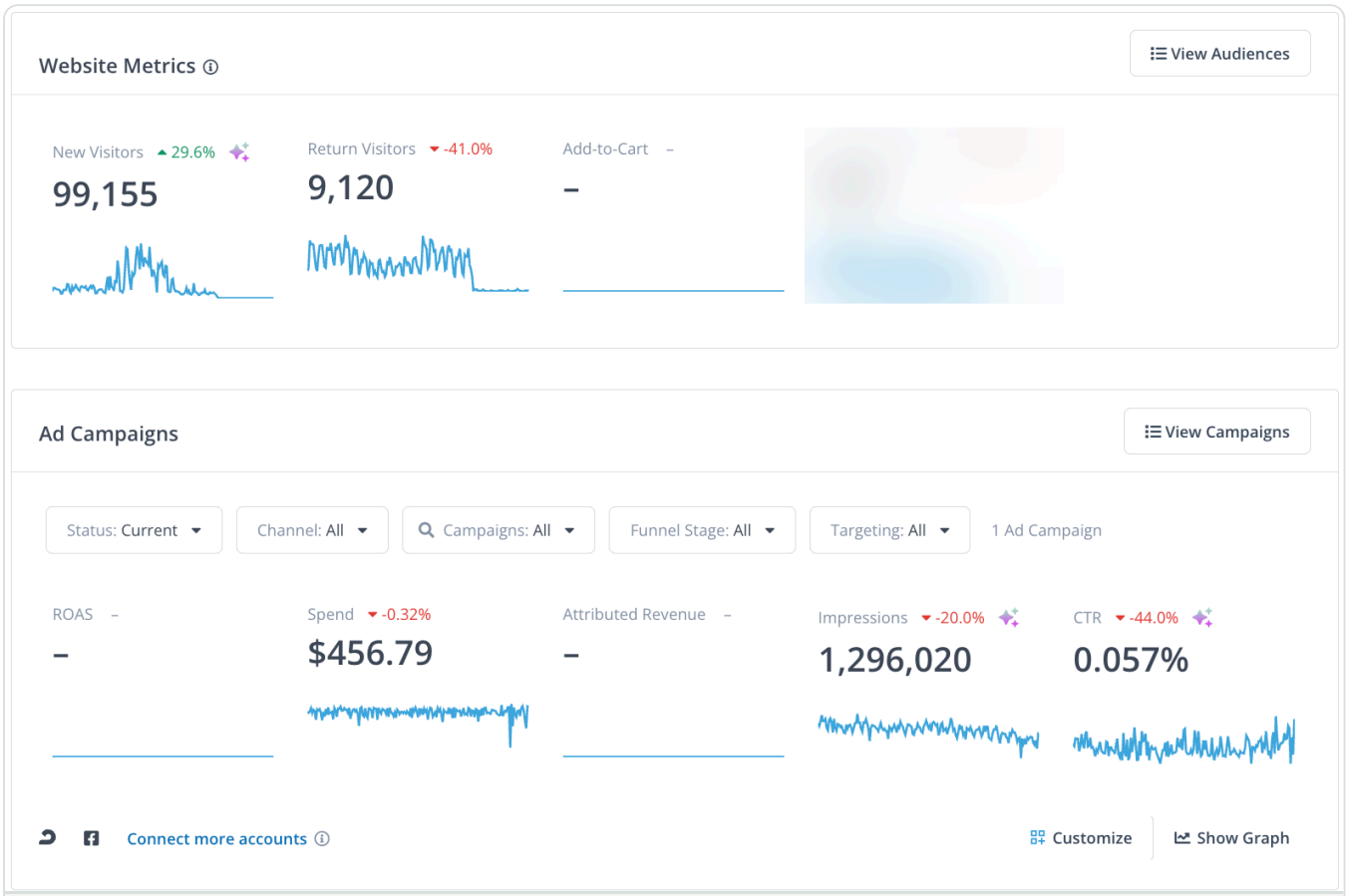
1,296,020
impressions

$456.79
spend

$0.35
CPM

99,155
new visitors, +29.6%

> At $0.35 per thousand impressions, the brand stayed visible to past visitors for six months on a few dollars a day, while new visitors to the site grew 29.6%.



AdRoll · HappyAddons · Nov 1, 2025 – Apr 30, 2026

CHANNEL 03 · META ADS

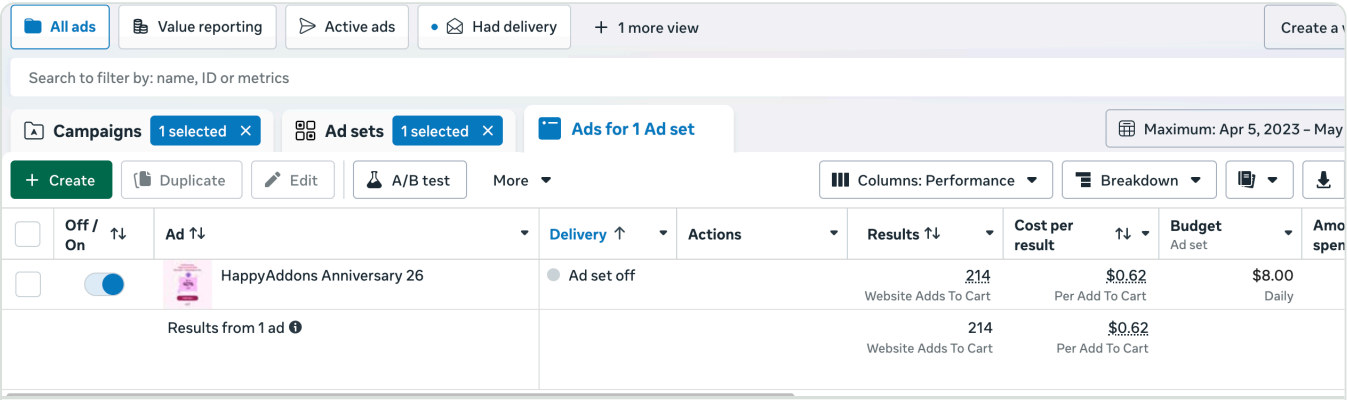
214 add-to-carts at $0.62 each

For the HappyAddons anniversary sale, I ran a Meta campaign optimized for add-to-cart on an $8 daily budget, with one sale creative.

214
website adds to cart
one ad, one ad set

$0.62
cost per add to cart
Meta Ads Manager

$8/day
ad set budget
HappyAddons Anniversary 26



Meta Ads Manager · HappyAddons Anniversary 26

RESULTS

1.36M+	Ad impressions across Google Search and AdRoll retargeting.
11.71%	Google Search CTR over a full year, at $0.27 per click.
$0.35	CPM on AdRoll retargeting, across 1.29M impressions.
+29.6%	New visitors to the HappyAddons site (99,155).
$0.62	Per add to cart on the Meta anniversary sale campaign.

Google Ads · AdRoll · Meta Ads · Pixel and event tracking · Retargeting audiences · Keyword research · Sale creatives · Email marketing

All figures come from the Google Ads, AdRoll and Meta Ads Manager dashboards. CPC is spend divided by clicks; CPM is spend per 1,000 impressions.